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The

HOWARD



AND



WILSON

4 COLONY COMPANY

... OF ...

MADERA,

FRESNO CO.

CALIFORNIA

35768 W

523 MONTGOMERY ST.
SAN FRANCISCO

YOSEMITE HOTEL BLDG.
MADERA



SRH

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THIRD EDITION
SAN FRANCISCO, 1891

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FROM THE PRESS OF
THE BANCROFT COMPANY
SAN FRANCISCO

These pen-pictures of the fair and grand
O, reader and friend, I bring to thee ;
Things in our far away summer land,
That trends to shore of the western sea.

—“ *Sunset Land,*” by Katharine S. Nichols, *San Francisco*

Forty years ago the great Daniel Webster said that California was nothing but a vast desert, of no value to the United States. This year she has sent train-load after train-load of peaches, pears, plums, prunes, apricots, nectarines, grapes and raisins to supply the great nation of fruit-eaters the United States is fast becoming.

A few years ago **Fresno County** was the most deserted part of the old-time desert,—its very center,—where the only crops were horned toads, jack-rabbits and sage brush. But presto, change!



LIFE-GIVING WATER FROM THE MOUNTAINS !

Somebody brought water in a canal down from the snow-clad mountains; and here are some of the Wonderful results from little five, ten and twenty acre lots of the old desert-land, plus climate, water, cultivation, brains—and pleasant homes.

FRESNO COUNTY AS IT IS NOW—A WONDERFUL GARDEN—SHIPMENTS OF 1890

	Lbs.
Barley	11,620,190
Wheat	196,663,015
Corn	156,650
Oats	105,790
Hay	776,000
Flour	3,823,700
Millstuffs	2,012,945
Cattle and Calves	7,930,000
Hogs	380,000
Horses	940,000
Sheep	15,740,000
Hides	476,055



SAGE BRUSH—THE FIRST SETTLER WITH HIS AXE



Wool	5,582,035
Fruit, dried	7,490,135
Fruit, green	7,942,575
Raisins	21,791,618
Brandy	1,111,000
Wine	6,405,100
Vegetables	1,392,651
Nursery Stock	2,295,701
Honey	163,440
Lumber, etc.	28,524,525
Doors, Sash, etc.	321,070
Wood	11,315,250
Coal	15,756,380
Stone	10,607,350
Gravel and Sand	4,637,150
Ore	228,650
Brick	3,181,710
Agricultural Implements, etc.	273,000
Machinery, etc.	637,790
Empty Packages	4,146,400
Miscellaneous	18,208,125

FRESNO AS IT USED TO BE—A DESERT

EXPORTS FROM FRESNO COUNTY, 1890 394,607,190

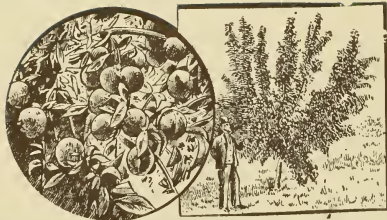
In considering the immense total representing the year's products of Fresno County, it should be borne in mind that all this region was considered a hopeless, irreclaimable desert twenty years ago. Seventeen years ago the magic work of water was begun; and the real development has been made in the last five or six years. What changes will be wrought in the next twenty years? No man can tell and none can foresee. It will be sure to double and quadruple the value of lands, that is certain.

Assessed Valuation of Fresno County, 1891, \$40,000,000
Assessed Valuation of Fresno County, 1881, 7,533,327

That is, the people of the county are more than thirty million dollars richer than ten years ago.

The **Wonderful results** in money, health and comfort realized from small fruit ranches and raisin vineyards in Fresno County began some time ago to interest Eastern people, even many who could not at present leave their homes or business to come out here. Jones and his wife, near Fresno, writing back to relatives in various Eastern States how they now rode in a two-horse covered buggy instead of the old hobble-de-hoy farm wagon; had servants in the kitchen and barn and a piano in the parlor, instead of doing all the work themselves; how they didn't have a mortgage growing faster than the crops; and how they ate fruit every month in the year instead of hog and hominy all the time,—soon began to get letters from Kansas, Illinois and Vermont asking if Smith,

WHAT Mr. and Mrs. JONES WROTE HOME ABOUT



Peaches Three Inches Through. Peach Tree Twice as Tall as a Man and Bearing Fruit at a Year and a Half after Planting.

Brown and Thompson couldn't send out some money and be paying up and planting a similar property. At first the pioneer, Jones, could buy some adjoining or near-by property for each of his Eastern friends, but good land was constantly arising in value and getting scarcer, so that the best land even two or three miles away from Fresno is now held at \$500 an acre unimproved, and only alkali or other poor land can now be bought near that town at low figures.

"Jones" was not one man only. There were a hundred of them scattered all around Fresno a few years ago, and when the Smiths, Browns and Thompsons came too they were several thousand strong; and they filled up the country all around Jones so he couldn't point out good bargains any more close at hand. So one such "Jones" still receiving many letters of inquiry for small tracts of good land cheap, desiring to accommodate his Eastern friends by making them rich (and to add a little to his own

rapidly growing pile, by the way), secured a large tract near Madera, in Fresno County, which, subdivided into small tracts, found a ready sale on installments to Eastern investors of small means. Encouraged by this success, other large tracts have been subdivided and are being rapidly sold; so that now near **Madera** about **seven hundred families** of other Smiths, Browns and Thompsons, as aforesaid,—mostly Eastern families,—are paying for planting vines and fruit trees for future homes or profit, and by this colony system are relieved of the necessity of living on their places until of profitable bearing age. Several thousand acres



are now thus being planted and cultivated about Madera; and it is said that never before in the history of any California town has so much surrounding land been put under intense cultivation in so short a time, the effect of which on the general prosperity it is hard to estimate.

Many of the purchasers in the foregoing colony tracts, and many residents of Madera, have desired to buy small tracts **nearer the town** for future residence, and buy of **owners** having an unincumbered title. In answer to this demand

THE HOWARD & WILSON COLONY COMPANY

Have surveyed into five-acre lots, as shown in the maps on pages 8 and 9, 880 acres, nearer town than any other colony lots heretofore offered, and within a short time have sold a large part of the first 48 lots, and have planted others for future purchasers.*



"UNDER THEIR OWN VINE AND FIG TREE," IN CALIFORNIA

A RESPONSIBLE CONCERN

[From the Daily Morning Call, San Francisco, March 22, 1891.]

* * * "Messrs. W. H. Howard, of San Mateo, and R. M. Wilson, of Newman, both gentlemen of large means, have incorporated as the Howard & Wilson Colony Company (office 523 Montgomery street, San Francisco), for the purpose of buying large tracts and offering them on these easy terms in small tracts—and are indirectly **benefiting the whole State by thus using their ample capital**--for which, by the way, they are only charging 6 per cent. interest on deferred payments, and that *not* in advance. Their liberality deserves the support of all who prefer dealing with responsible principals rather than with irresponsible speculators." * * *

* The price of the remaining unsold lots in the first three blocks offered has been raised 20 per cent., to take effect July 1st, 1891. See map on page 9.

The Howard & Wilson Colony Company OWN the land they offer for sale: and those who pay money on account of land or improvements are therefore safe. The title of these properties is absolutely unimpeachable, being United States Patent. Each subdivision will be deeded when paid for, and may be paid for at any time. Attorney's certificate of title free to each buyer.

This land is all under the system of the Madera Canal and Irrigation Company, and perpetual water rights go with the land, and it is but 1½ to 3 miles from Madera.

MADERA is located on the main line of the Southern Pacific Railroad, twenty-three miles north of Fresno City. It has to-day over 1200 population, double what it had a year or so ago, and more in fact than the city of Fresno had in 1880, which now has over 12,000. A large and handsome school building, three churches, a bank, two newspapers, and a flume 57½ miles long, for floating lumber down from the mountains right to the center of the town, for building, etc., commend themselves to every thinking man. And Fresno is one of the most famous counties in California for fruit and raisins.

Our land is the nearest to Madera of any subdivision of colony lands. The extension of Yosemite Avenue, a beautiful highway one hundred feet wide and bordered by trees, runs through the entire tract. This avenue is itself the extension of the principal street of Madera, and is the county road to Firebaugh's Ferry, on the west side of the San Joaquin river, a point already reached by the West Side Division of the Southern Pacific Railroad.

The soil is a deep, rich loam especially adapted to fruit culture of all kinds, very easy of cultivation at all seasons of the year, warm and friable. The water rights go with the land without charge, except an annual rental of one dollar per year per acre. Each block of lots is surrounded by forty or sixty foot avenues, which will be set out in shade trees,—each lot fronting on an avenue.

To suit the popular demand for income-paying country homes, it has been divided into five-acre tracts; and of course one person can secure two or more tracts, or two or more persons can join in purchasing and planting one.

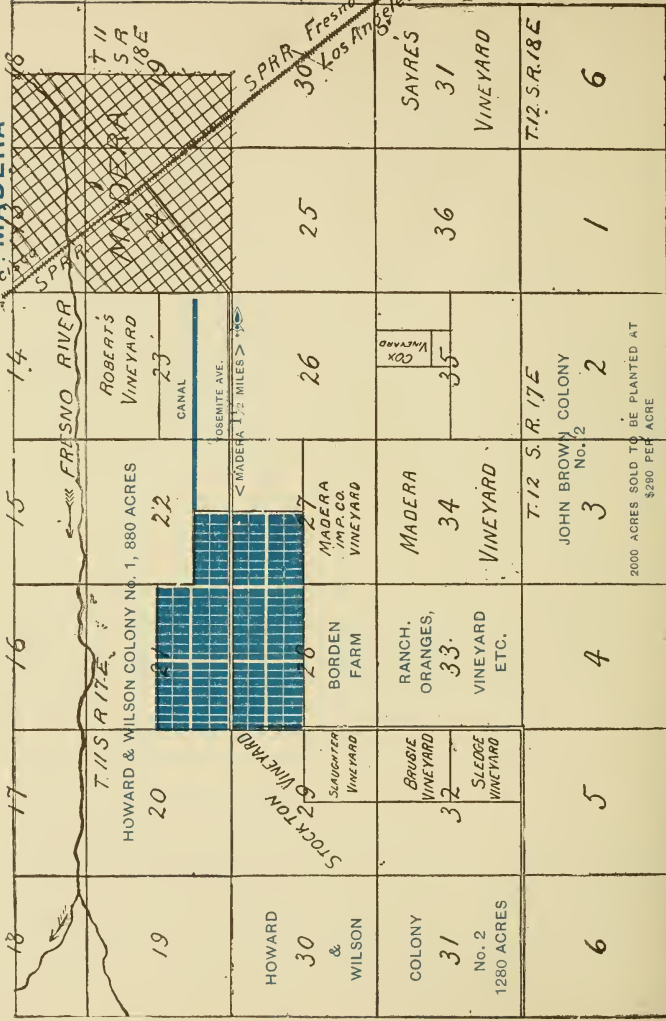
Ten acres are, however, more economically managed than five, when they come into bearing, and are more profitable, requiring but one set of buildings, tools and teams. In a colony planted

San Francisco Peninsula R.R. and Town of Madera

11
18E
19
25
30

San Francisco Peninsula R.R. and Town of Madera

18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1
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Plat of Howard & Wilson Colony No. 1.—880 Acres In 5 Acre Tracts

(CRESCENT ORCHARD AND VINEYARD CO.)

(160 ACRES TO BE PLANTED AT \$300 PER ACRE)

40 ACRES FRENCH PRUNES

20 ACRES NECTARINES

40 ACRES { EARLY }
 { MEDIUM }
 { AND LATE } PEACHES

20 ACRES RAISINS AND FIGS

40 ACRES RAISIN GRAPES



TO MADERA
11 1/2 MILES



										130°	135°	140°	145°	150°	155°	160°	165°	170°	175°	180°
40 ACRES FRENCH PRUNES										130°	135°	140°	145°	150°	155°	160°	165°	170°	175°	180°
										130°	135°	140°	145°	150°	155°	160°	165°	170°	175°	180°
20 ACRES NECTARINES										130°	135°	140°	145°	150°	155°	160°	165°	170°	175°	180°
										130°	135°	140°	145°	150°	155°	160°	165°	170°	175°	180°
40 ACRES { EARLY } { MEDIUM } { AND LATE } PEACHES										130°	135°	140°	145°	150°	155°	160°	165°	170°	175°	180°
										130°	135°	140°	145°	150°	155°	160°	165°	170°	175°	180°
20 ACRES RAISINS AND FIGS										130°	135°	140°	145°	150°	155°	160°	165°	170°	175°	180°
										130°	135°	140°	145°	150°	155°	160°	165°	170°	175°	180°
40 ACRES RAISIN GRAPES										130°	135°	140°	145°	150°	155°	160°	165°	170°	175°	180°
										130°	135°	140°	145°	150°	155°	160°	165°	170°	175°	180°

a year ago lots sold readily at a premium of thirty-three per cent. above cost a few months after planting.

[From the *Madera Mercury*, Jan. 3, 1891.]

NEW COLONY.

ANOTHER LARGE AND FERTILE TRACT DIVIDED—BUT $1\frac{1}{2}$ MILES FROM TOWN--THE HOWARD & WILSON TRACT OF 2,200 ACRES TO BE PLACED ON THE MARKET—WORK BEGUN.

The rapid development that has taken place in and around Madera during the year just closed, the many and valuable improvements made, the increase in the acreage of land cultivated, particularly in regard to grape and fruit culture, and the large and



HOWARD & WILSON COLONY LAND WHEN FIRST PLOWED, Feb'y 16, 1891

desirable additions to our population, are all due in no small measure to the colonization enterprises inaugurated here, and the able and well-directed efforts of their promoters.

The reporter is informed of a step in this direction of a very important character made the present week. Messrs. Howard & Wilson, the owners of 2,200 acres of fine fruit lands situated some two miles from this place, decided upon placing their lands on the market, and perfected all necessary arrangements for that purpose. The owners have not disposed of the lands, but **will handle the property themselves**; and as it is without the slightest incumbrance or cloud of title, every person will enjoy the satisfaction that he enters upon no risk in becoming a purchaser.

R. M. Wilson, one of the owners of the ranch, will remain in Madera and act as superintendent of the colony. A tract of 880 acres, two miles from town, will be the first to be placed on the market. This it is proposed to at once inclose with a rabbit-proof fence, and plow and plant the land. This work will be prosecuted with great vigor, and

will require the employment of a large number of hands. A steam plow will be set to work, and the soil speedily put in condition for the production of crops this season.

The land will be divided into tracts of 5 acres and multiples of 5 acres; so a purchaser is at liberty to select as little or as much as he desires. He is also free to decide upon exactly what kind of fruits he shall plant. Persons will be given the opportunity of acquiring title at once by full cash payment; to make payments on installment; to cultivate the land themselves, or have it cultivated by the colony under agreement. **Such terms are not offered by every colony** and further show the advantages of dealing with the owners of the lands themselves.

The energy with which the colony was organized, and the business-like manner in which its affairs are being prosecuted, presages well for the future. The extent of the tract, the fertility of the soil, its proximity to transportation facilities, are additional points in its favor; and there can be no hesitancy in pronouncing it the most important enterprise



CULTIVATING YOUNG ORCHARD JUST PLANTED—Photographed April 30, 1891

of the character ever inaugurated in Fresno county. In fact, it is so near this town that many of our business men will doubtless invest, **as the location is desirable for residence purposes as well as fruit culture**; and some of the colony lands are likely at some day to become a part of the City of Madera.

Even some of the residents of this town itself will be surprised at the showing that Madera makes in the building line for the last three months of 1890. The total expenditures for such improvements will exceed \$40,000; and it is a steady growth, without the tendency to a boom excitement.

The exports of the city of Fresno are several times larger than those of Stockton, though its imports are less. The freight receipts at the railroad company's office here amounted to \$60,000 a month for the year 1890. The ticket sales amount to \$160,000 or more.

TERMS AND PROPOSITIONS

From the fact that we own the land we are in position to make almost any kind of terms to suit individual circumstances. Among several propositions we offer, the three following have proved the most popular, viz :

Our Home Builders' Proposition

Our Kodak Proposition

Our Definite Semi-Annual Cash Proposition

OUR HOME BUILDERS' PROPOSITION

We want **Settlers** on our land, and to those who come to make improvements themselves in good faith, we offer to sell twenty acres of rich land (worth \$2500 now, and increasing rapidly), for only \$500 down, with 6 per cent. interest on the balance at the end of each year. **No Further Payments on Principal** until the fourth, fifth and sixth years, when, if the right trees or vines are planted, and proper care taken, the crops should make the payments. Under this proposition we require satisfactory improvements of **either buildings, trees or vines**, to be put on the land, to the amount of \$40 per acre (\$800 on 20 acres), during the first year, and half as much each following year, until paid up. **A man's own time** spent in cultivating the property may be reckoned in if satisfactory results are shown. And there is plenty of work in the vicinity for those who wish to work for others while their trees and vines are growing.

It is also practicable for a farmer in the East to come to Madera at any time between November and April, select a tract, plow, plant and cultivate it, and in fact do during the winter months about all the work of the first year, and then get back East in time to do all the work of the Eastern farm between April and November.

This is the orchard from which Geo. Studor, of Cherry ave., Fresno, got from 128 White Adriatic Fig Trees crops as follows :

In 1888, Third summer after planting,	\$172
In 1889, Fourth	364
In 1890, Fifth	600

Wouldn't you like ten acres of figs paying at this rate, and increasing every year?



PEACH ORCHARD BEARING 180 Lbs. PER TREE AT 4 YEARS OLD, AFTER HEAVY THINNING
 180 lbs. @ 2 cents, equals \$3.60 per tree; 108 trees equals \$388.80 per acre.



ORCHARD AND VINEYARD AT 4 Years Old



HOW QUICK IT PAYS!

John Richie, of Cherry Ave., Fresno, says: "My vines paid as follows in 1890:

4 acres of vines (2d summer after planting vine cuttings)	-	-	\$ 200 00
1 acre of vines (2d summer after planting rooted vines)	-	-	100 00
8 acres of vines (3d summer after planting rooted vines)	-	-	1000 00."

OUR "KODAK PROPOSITION"

("You push the button and we will do the rest,")

Offers a chance to own a fruit ranch, and have it planted to order and cultivated in first-class shape by responsible parties, while the owner continues earning at his or her present home until the ranch comes into bearing and returns money enough to pay off the Eastern mortgage (if there is one), and to pay the owner's way "out of the snowy East," and give a large income and a pleasant winter home in the mild climate of California for future years.

HERE IS A TEN YEARS' ESTIMATE

For 10 acres of rich land in full bearing, with a perpetual water right—land to be planted in the fall of 1891, or January, 1892:

YEAR	PAY OUT	RECEIVE
1891, Outlay	\$312.50,	Income Nothing
1892, Outlay	368.75,	Income Nothing
1893, Outlay	350.00,	Income \$ 500.00
1894, Outlay	331.25,	Income 1000.00
1895, Outlay	Nothing,	Income 1000.00
1896, Outlay	Nothing,	Income 1250.00
1897, Outlay	Nothing,	Income 1250.00
1898, Outlay	Nothing,	Income 1500.00
1899, Outlay	Nothing,	Income 1500.00
1900, Outlay	Nothing,	Income 1500.00
1901, Outlay	Nothing,	Income 1500.00

From this deduct the cost of planting and cultivating for the first three years, to be taken out of the crops by the Company at actual cost, not to exceed \$90 per acre and 8% interest, say \$1000.00.

Deduct from the income each year the cost of planting and cultivating at about \$25 per acre for the 10 acres, unless owner does his own cultivating.

TEN YEARS' Outlay \$1362.50, Income \$11,000

(Twenty acres, twice as much, or 5 acres, one-half.)

OUR DEFINITE SEMI-ANNUAL CASH PROPOSITION

Viz: For **Ten Semi-Annual Payments of \$12.50 per acre each on the land**, with interest at 6% on the balance due from time to time, and six semi-annual payments of \$12.50 each on **planting and cultivation**, the Howard & Wilson Colony Company will plant, cultivate and care for, for three years, in first-class shape, raisins, prunes, pears, peaches, nectarines, apricots or figs, at option of purchaser as to kind and variety; and pay over to the purchaser all the income from the crops, and deliver the property in bearing condition at the end of the three years, subject only to the installments still due.

Or, for **Six Semi-Annual Cash Payments of \$20.54 per acre on the land**, with payments for interest and cultivation the same as above stated, the whole property would be paid for and turned over, free of incumbrance, **at the end of three years.**

This leaves the purchaser free to engage others in the vicinity to continue the cultivation and harvesting (perhaps cheaper), or to do it himself, or make a new bargain with this Company.

Let us hear from you, with names of friends likely to be interested.

HOWARD & WILSON COLONY CO.

R. M. WILSON
President

GEO. H. HOWARD
Vice-President

F. M. PICKERING
Secretary

523 Montgomery Street, San Francisco

From the Fresno County newspapers and from interviews with fruit growers personally, we could fill a dozen books with illustrations of results from actual experience, like the following, to show that the foregoing estimate is not only very reasonable but far below what is often gained from A 1 soil, care, and location for marketing, but from fear of tiring our readers will give but a few pages. Hundreds could be printed just as good, and in exceptional cases, better.



VINEYARD OF E. H. COX, MADERA—View taken in May, 1891

"Mr. E. H. Cox, accountant for the Madera Flume and Trading Company, at Madera, realized in 1890 the sum of \$760 from sixty acres of vines, two miles west of Madera. This vineyard was **barely eighteen months old**. All the work was contracted for by Mr. Cox without loss of time to him. He still retained his position with his company, earned his regular salary, and by putting a small portion of it into his sixty-acre vineyard, secured a beautiful and profitable property."

Robert Boot is a Marylander, who came to California and Fresno county via New Zealand. He was induced to come to Fresno in 1880 by representations made to him by friends expressly to engage in the culture of raisins. He purchased the twenty acres on which he now lives, situated on the corner of Orange and Jefferson Avenues, in Washington Colony, paying for the same thirty-five dollars an acre. He has **ten acres in vines eight years old and six acres four years old**—all of the muscat variety. He has one acre and a quarter in apricots, and a few Zinfandel grape vines. Since his muscat vines began bearing, he has realized each year an average of **\$200 per acre net**. This season (1890) he sold his raisins in the sweat-box to Meade & Co., and his dried apricots and grapes to the Curtis Fruit Company, realizing for his crop, \$3,546—the product of eighteen acres.

"Our land here in Washington Colony is mostly of the white ash character. They say it is not as valuable as the red soil lands, but it is good enough for me."

Mr. Boot has an elegant home on his place; and, after a few years of toil and anxiety, he is now fixed to enjoy life.

He commenced his labors with just enough money to pay for his land and provide himself with a team of horses and implements. His profits are now sufficient to pay **10% interest on \$20,000, or \$1,000 per acre**; (original cost thirty-five dollars per acre) and this is the case with all who have purchased colony property in good soil, and cultivated it intelligently.

E. J. Baber, manager of the Eisen Vineyard, near Fresno city, said that sixteen acres of muscat grapes in that vineyard produced in 1890 forty-five tons of raisins, which sold for \$127.50 per ton, or \$5,737.50 for sixteen acres, a gross return of nearly \$360 per acre.

H. E. Cook, of Oleander, Fresno county, has seventy acres in vines about six years old. The gross receipts for the seventy acres last year (1890) were \$17,750, or \$253 per acre.

A. C. Bryan, of Oleander, said: "Peaches are the most profitable, and I consider the lemon clingstone the best variety. It is a sure bearer in this country, comes into the market in the middle of August, and is good for either canning, drying, or shipping. In ordinary years they will yield \$300 an acre gross, the trees being from six to eight years old. This having been an exceptional year, the profits were greater. I intend planting twenty acres more in peaches this winter. French prunes are very profitable. From about two-thirds of an acre I received \$500 net. I take extraordinary care of the trees, thinning out by hand and spraying in winter. White nectarines come after prunes in value."

D. W. Lewis, whose place is near Malaga, is an authority in all that pertains to fruit-growing. He believes the most profitable varieties to be Bartlett pears and peaches.

CALIFORNIA PEACH GROWING ILLUSTRATED—No. 1



IRRIGATING PEACH ORCHARD JUST PLANTED, IN THE HOWARD & WILSON COLONY

"This season I harvested from thirty-five acres of six-year old Bartlett pears, some twenty car loads, which I shipped east. I also shipped 22,000 pounds of dried pears, receiving fifteen cents a pound for them, which brought me in about \$5,500. Oranges grow as well in our foothills as anywhere on the Coast. Of the nut trees I think the pecans will do well on the river bottom lands of this county; and Italian chestnuts will also thrive here."

Theodore Minturn says: "Of the cost of caring for five acres of almonds on his Chowchilla estate, he kept a careful record. Every hour's work of plowing, cultivating, pruning, picking, etc., was noted, and good prices charged in the account therefor. The almonds were of good quality. They found a ready market, as almonds always do; and after every possible charge against these five acres had been allowed for, there remained a clear profit of \$125 per acre."

F. R. Storie of Washington Colony also considers peaches the most profitable variety. "My gross receipts from **four acres of peaches amounted to \$1,031.** Among pears I consider Bartletts the best variety; from an acre and a half of young trees I took off \$125 worth of fruit. Nectarines are a very good crop, bearing and paying well. I have netted \$100 an acre on this fruit. Apricots pay from \$125 to \$150. French prunes do very well here; and **from four and a half acres of this fruit I received \$1,000.** With a judicious selection of fruit trees there is as much money in fruit as in raisins."

James Conn, living on Elm Avenue in Fresno Colony, has a forty-acre tract in fruit and raisin grapes, which yielded him \$6,600 this season. He says: "I raise peaches, apricots, pears, and nectarines, having about twelve acres in orchard. On the whole, I consider peaches the most profitable fruit. My apricots this year netted me \$250 an acre. In ordinary years I get from \$150 to \$200 from them. Peaches pay me about the same. The demand for nectarines has been very active; and **I got \$300 an acre for them**

CALIFORNIA PEACH GROWING ILLUSTRATED—No. 2



5-ACRE PEACH ORCHARD AT ONE MONTH OLD, HOWARD & WILSON COLONY

this season. Last year I received \$200. I consider them a very profitable crop. A few years ago you would hardly buy them. I have some young Bartletts which paid me \$100 net per acre. **From twelve acres of orchard I sold \$4,000 worth of fruit this season.** My raisin vines paid me **\$235 an acre gross** this season, and \$200 last. Of course I bestow the utmost care on my trees, and am of the opinion that an orchard, if properly cared for, will pay fully as well as a raisin vineyard."

"The reader may form his own conclusion from these interviews. The great advantage a fruit-grower has over the raisin-man is, that he has a longer time in which to operate. He may employ labor at the beginning of the season, and keep it until the end. If he dries his fruit he will sack it, saving the great expense of packing. Then the cost of orchard labor is less than vineyard labor; and there is no damage from autumn rains to be feared. It is evident that the surest way to succeed in this industry is to plant such

varieties of fruit as are regular and heavy bearers, and for which there is the most demand, paying due attention to the quality of the soil and other conditions.

The future of this industry is excellent. The demand for California fruit in the East is continually on the increase; and fair prices may always be reasonably expected.

Our fruit is larger than the Eastern and equal to it in flavor, and generally commands a higher price on account of its fine appearance. Nowhere in this state can be raised better fruit than right here in Fresno County. Our peaches and pears compare favorably with any grown in California, and it is so with other fruit. No fruit has a more delicious flavor than that raised in our hill country; while the fruit grown in the valleys is unexcelled for size and appearance. Those who engage in this industry, bringing intelligence and energy to bear upon the work, are certain to acquire an independence in a short time."—*Fresno Expositor*, January 7, 1891.

PEACH GROWING ILLUSTRATED—No. 3



PEACH ORCHARD AT ONE YEAR OLD

R. Roberts, Madera—Photographed Feb. 16, 1891

[From the *Fresno Republican*, January 9, 1891.]

TALK WITH VINEYARDISTS IN THE COLONIES—UNIFORMLY SUCCESSFUL—LAND THAT IS EARNING TEN PER CENT. ON A THOUSAND DOLLARS AN ACRE AND NOT FOR SALE

The almost uniform success of people who have located in Fresno County, in the vineyard business, notably in the neighborhood of Fresno City, is unparalleled in the history of the world.

It does not require a farmer's experience to become successful in fruit-raising in California.

Many of the most successful vineyardists have come from active business careers in large cities; and men who have grown wealthy in raisin and fruit-growing represent all professions and callings.

As an indication of what men have accomplished, the following interesting interviews with vineyardists are selected at random from among half a hundred. They will show what pluck, faith and work can do here:

A NEW YORK MANUFACTURER AS A VINEYARDIST

"Yes," said John D. Gray, who is largely interested in the neighborhood of Sanger, five miles from which place he has a large vineyard, to a *Republican* reporter, some time ago, "raisin-growing pays; and the beauty of it is that any man can engage in it. There's no mystery about the business. Any man willing to work, exercising common sense in the selection of his land, and with capital of from \$2,000 to \$5,000, can succeed here."

"I was a shoe manufacturer in Central New York, and came here thoroughly green in the work. I had no previous experience whatever. I have 64 acres in vines. A year ago last April I got through planting. That made my vines eighteen months old in October. I realized as follows per acre this year: Raisins, \$29.72; dried grapes, \$8 60; total returns per acre, \$38 32.

"Nearly forty dollars an acre from vines only eighteen months old I consider very good. I have since put in one hundred more, and this season I planted ninety more. I propose to set out more vines, so that I have over three hundred acres now. I came out

CALIFORNIA PEACH GROWING ILLUSTRATED—No. 4



This Orchard was planted in April, 1890, and when this view was taken, April 30th, 1891, the trees were bearing fruit—though not ripe—within thirteen months after planting.

here for my health, and engaged in the vineyard business rather than be idle, with the result that I have recovered my health, and am on a way to make more money out of my ranch than I ever thought of making in my manufacturing business. What I have done others can do."

DOESN'T WANT TO SELL

Mr. C. C. Smith, who owns forty acres on the corner of East and Lincoln avenues, in Washington Colony, was found shoving a plane in his workshop.

"Mr. Smith, please tell me when you came to Fresno county, and where you came from, and what brought you here."

"I am a New Yorker, and an old pioneer of California. I came to Fresno in 1880, settling on this forty-acre lot in 1881. I paid \$2,500 for the forty acres, on which there were twenty acres in muscat vines one year old. I have now thirty acres in vines, the latter being now five years old and in good bearing. I do not see the use of giving the public

the facts in regard to the crops produced yearly from vines, and the amounts realized, for they will not believe. I don't blame people for doubting, and even scoffing at the facts. I would be just like them if I were not compelled to believe by experience.

"I have realized two and a quarter tons per acre of raisins on an average for the past four years, and have netted \$175 per acre. I had forty-five tons of raisins this year, which I sold for \$120 per ton in the sweat-box.

"I do not care to sell my property. I consider it worth \$35,000; and I know it is, since it produces sufficient to pay interest on \$40,000. The fact is, I consider all good raisin land worth, to one who takes good care of it, \$1,000 per acre. That is my experience."

Mr. Smith came to this country a poor man. He had been a large dealer in sheep and met with a misfortune in Stanislaus county. He is now in good circumstances, has a splendid home, enjoys its comforts, and is on good terms with himself and his neighbors.

CALIFORNIA PEACH GROWING ILLUSTRATED—No. 5

(The view of an orchard in full bearing at four years old, which would naturally come here, may be found on page 11. In its place we therefore give)

!! BETTER THAN A PHOTOGRAPH !!

A New York Financial View.

[Special to the San Francisco *Examiner*.]

NEW YORK, July 19, '91. — Considering the abundance and variety of Southern and Eastern fruit now arriving, Coast shipments make good competition in general trade. Fortunately we are well equipped with sales places. Sellers are confident that all good stock of the week will be profitable to owners. The California Fruit Union sold fourteen cars at auction: Peaches, \$1.60@3.00 per box; late Yellow Apricots, 90c@1.85; Bartlett Pears, \$2.40@2.85; Figs, \$1.00@3.00; Fontainebleau Grapes, \$1.85 for half-crates; Red Plums, \$1.35@2.75; Hative, \$1.25@1.50; Tragedy Prunes, \$2.35@2.80; German, \$1.90@2.50; Soft Stock, 85c; Peach Plums, \$1.15@2.00. **E. L. Goodsell sold seventeen carloads:** Peaches, 85c@2.85 per box; Apricots, 85c@2.15; Peach Plums, \$1.25@2.50; Hative, \$1.10@1.85; Bradshaws, \$1.25@1.40; Tragedy Prunes, \$1.25@2.50; German, \$1.20@2.00; Soft Stock, 85c@95c; Cherries, \$1.55@1.70; Bartletts, \$2.20@3.05; Halves, \$1.45. Some early Crawford Peaches make \$4.

annually 10 per cent on \$1,000 per acre, and it would be only a wise and prudent thing for one to do, if one now has health and income, to be putting some of the income where it will "grow while you sleep," in the shape of fruit trees and vines, and pay back a large income before one is old and feeble.

Nowhere in California is greater security offered, or greater certainty of large profit on small tracts, than by this company.

Thirty-one carloads at auction in New York on one day, and in the middle of July of a year of abundant fruit crops in the States right about New York, is a pretty good answer to any fears of overproduction of California fruits. **Peaches selling at \$1.60 @ 3.00 per 20-pound box** amid such competition, indicates a very favorable "New York View." And any one who can grasp this New York view of prices paid for California fruit, together with the views of its early and heavy bearing, given on the preceding pages, and also the low price and remarkably easy terms offered on land by the Howard & Wilson Colony Company—we repeat, whoever can comprehend all these points must see that **Fortunes** are being made in raising **California Fruits**, such as **Raisins, Figs, Pears, Plums, Prunes, Peaches, Apricots, Nectarines**, etc., etc., and in making bare land into bearing orchards or vineyards, paying

FROM TWO-YEAR-OLD VINES—Paid \$7,000—Wouldn't take \$20,000!

E. F. Humphrey, who lives on Elm avenue, Fresno Colony, six years ago purchased forty acres which had been leveled ready for cultivation, and the previous owner had erected a comfortable but small residence on the place. **He paid \$175 per acre** for the property, and farmed it in wheat in 1886, cutting a large crop. In 1887 he plowed under a very heavy volunteer crop of wheat, following this up with two deeper plowings; and in 1888 he planted twenty acres in cuttings of muscat vines. Last season, from this twenty acres of cuttings only two years old, he sold the crop on the vines to the Griffin-Skelley Company, for \$925—nearly \$50 per acre.

“ Now I have twenty acres in vines one year old; and I expect, if the season is favorable, to realize from my raisin crop \$2,500 next year. **I paid \$7,000 for the forty acres; and \$20,000 would not buy it to-day.**

Mr. Humphrey is a native of New York, and settled in Fresno county as a rancher, but witnessing the almost fabulous results obtained from fruit and raisin growing, concluded to embark in that line of industry.



CALIFORNIA VINEYARD IN WINTER—Adjoining the Howard & Wilson Colony

A FINANCIAL VIEW OF THE SMALL RANCH OWNER

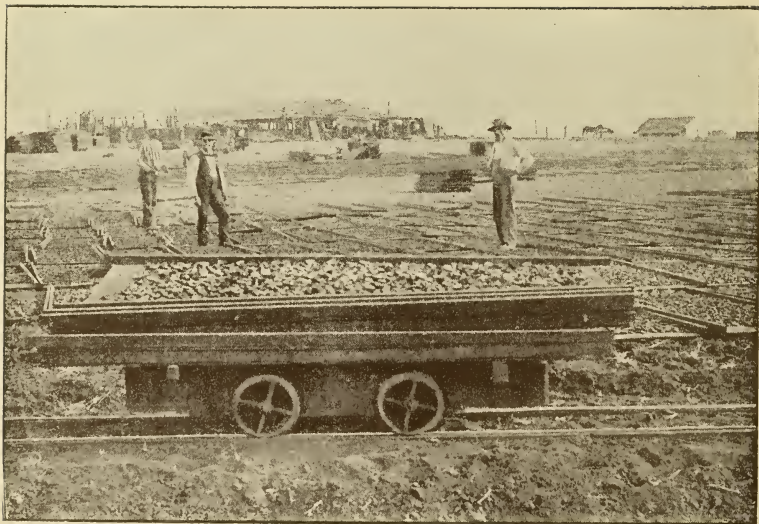
Mr. H. D. Coulson, President of the First National Bank of Fresno, expresses the following opinion, based upon long observation, as to the probabilities of success in small farming:

“ I believe the raisin industry, taken as a whole, to be very profitable. Men have come here and succeeded on an amount of capital, personal ability and industry on which **they would have starved elsewhere.** I was born in New England and know well the typical farmer there, all his work and all his thrift; and I say such men expending the same work and displaying the same qualities as they do there, and withal barely scraping

a living together, must inevitably in this industry grow rich. * * * I have yet to see the man who has come here industrious, intelligent and frugal and has failed. * * * I quite believe that a twenty-acre farm will support a family well. **I look upon these twenty-acre men as the best kind of business clients. I think their accounts very safe accounts, and try to get all of them I can.** I do not think rapidly as land has advanced, that it has reached its highest point yet. It is possible for a man to begin here with \$500 or \$600. When he has got his house, buildings and tools, he can get along till he has fruit. There always has been a demand for poultry and small produce; and there is every reason to think it will continue. The chickens are a positive advantage. At the first planting they destroy many insects. * * *

"I look upon the dried fruit farmer as the most independent business man in the State, because he can so easily carry on the production of his staple to the very end, a fact which must always serve as a check upon the packing companies.

"After a newcomer has planted and cultivated until July, he can easily earn money among his longer-settled neighbors until the late autumn, and by so doing gets the very knowledge and experience he most needs, most assuredly without any loss of esteem and social standing."



FRUIT-DRYING BY THE ACRE WITHOUT COST

REASONS FOR THE VALUE OF CALIFORNIA CLIMATE

Ellwood Cooper, President State Board of Horticulture, says:

"The intrinsic value of this climate might, as is often slightly remarked, be truly estimated by the acre, according to what crop the husbandman wishes to produce. The land is worth no more for the same quality acre for acre, possibly, than it is in Illinois or New York; but when its products bring **ten to a hundred times more each year in cash, and all on account of climate, is it not a reasonable conclusion that the acre in California is worth ten to a hundred times more than the acre in Illinois or New York?** Therefore, the climate is worth the difference between the cash value of the California and Illinois or New York acre; which is largely in favor of California. This estimate is from a commercial standpoint; whereas, apart from the intrinsic value, there is a more important one of health, happiness, and a joyous existence."

DEMONSTRATED IN DOLLARS

From "California Views, etc.," by W. R. Nutting:

This is one point in which California climate is worth dollars per acre over any other in the United States, for all the laugh at land-owners for asking high prices for it. Compare California and Delaware in the height of the peach season, for instance, when there is liable to be a glut in the market. Assume in either case a crop of two hundred pounds per tree, and one hundred trees per acre,—twenty thousand pounds,—which is, we think, lower than the average for trees six years old or over, in California.

The California man simply cuts his peaches in halves, spreads them on trays on the ground, as in the preceding plates, and lets the sunshine do the work; he does not even look at the sky or consult the barometer; for rain or fog are never expected in June, July, August, or September,—the peach months. They are not even covered or taken up at night; and he does not touch them again for from three to ten days, when they will be found as dry and as bright in color as if cured in the best patent evaporator, and this without expense for care, fuel, repairs, or interest.

The Delaware man cuts into quarters or eighths, and dries by machine, at a large expense for fuel, labor, and interest; and the chances are that he loses half his crop by rain before he can get them through the machine. **Allowing half a cent per pound on the crop above estimated, for the extra expense and risk, the Californian's climate would be worth one hundred dollars per acre per year more than that of Delaware,—ten per cent interest on one thousand dollars.** And this is not the whole of the extra value; for the California climate doubles the growth and productivity of the trees, as well as the profits of harvesting the crop.

And so Eastern farmers should not be disappointed when they come here and cannot get land in such a climate for twenty dollars per acre.

James E. Hughes' place, Fresno:

"I have eighty acres in my place. Fifty-seven in bearing. This place is seven years old. I paid for it twenty dollars an acre when I bought. I ask \$60,000 for it now. Crop last year brought me \$6,000,—a little over that. This year I sold my fruit on the trees and vines for \$7.125, and the purchaser does all the work of picking and packing. A pretty good income from twenty-dollar land; is it not? Income is off of fifty-seven acres. I have twenty acres of Muscat Grapes and ten acres of Zinfandel. The latter brought two and a half cents per pound. These ten acres brought \$1,125. Only eighty-two dollars expenses on me for plowing and cultivating. Income would be much larger if I had all Muscat Grapes."

"Why do you sell your fruit on the trees instead of drying and packing yourself?"

"I am a Californian, and a Californian gets too lazy and don't like to work all the year round."

RAISIN GRAPES, WITH FIGS INTERSPERSED



"Figs? Yes; I have about ten acres of this fruit, and they will do better than anything else. Particularly in alkali, where nothing else will grow well. They will bring me, if everything is favorable, they ought to bring me **\$150 an acre** this year at six years old. They brought me \$550 last year clean money. I cut them back to get a big yield of cuttings, and sold the cuttings off of them for \$800, so they really brought me in \$1,400 to \$1,500. I also have some vines planted among my figs, and they brought about \$900 last year.* My figs are of the White Adriatic variety. I intended to cut the vines out that are among the fig trees, but I don't think I will do so now. I am four and a half miles from the Court-house. Received last year ten and a half cents for my figs, boxed, F. O. B. cars here ready to go East. Average cost is three cents per pound to get them picked and boxed ready for market.

* *I. e.*, a total of **\$2,250** from the ten acres of figs and raisins interspersed.



LIMB OF 8-YEAR OLD FIG TREE LOADED WITH FRUIT

FIG CULTURE

THE GREAT FUTURE PREDICTED FOR THIS INDUSTRY—PROFITS AND POINTERS

Fresno county is undoubtedly one of the best localities for the culture of the fig that one could find. The climate is exactly the climate required for the successful culture of this most valuable fruit. Our summers being dry and hot, gives us an excellent opportunity for drying fruit; and there will never be any necessity for drying figs by artificial heat, because they are ready for picking long before the rains commence.

The degree of success one obtains in fig-growing depends upon the soil in which the trees have been planted. The soil particularly adapted to this purpose is the sandy soil of this valley. It has been found by actual experi-

ence that figs will thrive and bear large crops where the peach, pear and many other varieties of fruit grow slowly and sometimes produce little or no fruit. Figs in this soil require irrigation for two or three years only, and after that they take care of themselves. * * * A number of fig-growers have had the same experience, which seems to prove conclusively that heavy clay soils are not fit for figs, and especially so is this the case with the White Adriatic. * * * Trees once started require very little care. They need no pruning after the head has once been formed, except that branches interfering with one another should be removed. They come into bearing when three years old, and **one is always sure of a crop.** Figs differ from other trees in this respect, never having been known to fail to produce a crop of fruit. * * * Figs dried and sold loose will bring from six to ten cents a pound; packed in boxes like the Smyrna fig from twenty to twenty-five cents a pound may be obtained for them. A four-year-old tree will bear from 100 to 150 pounds, which is a low estimate, and there are about seventy trees to the acre. Taking the yield and the lowest price, we get \$420 from an acre of fig trees; deducting \$45 for the labor, we have \$375 net profit.

The trees are planted twenty-five feet apart; and even at this distance, after the trees are seven or eight years old, it is necessary to remove every other one, as the branches become interlocked.—*Fresno Expositor.*

PROFIT IN FIGS

Major M. Denicke, the noted fig-grower of Fresno, says: So far as we have gone in California, regarding both size and drying qualities, the White Adriatic stands at the head thus far. By importation, hybridizing and growing from the seed of imported fruit, I have produced many varieties, some of which are failures, and others are not yet decided. I have some White San Pedros that will grow as large as twelve inches in circumference. They bring in Europe as high as twenty-five cents each. The second crop generally of all varieties of figs, as far as known, is the best.

Profits? The fruit brings in sacks in Chicago from seven and a half to eight and a half cents per pound, and sometimes more money. I only state of my own experience; for I shipped the first that ever went East. I sent a box to New York once to the Foreign Fruit Exchange, and they did not know what to think of them. You can consider that anything above one and a half cents per pound, in sacks, barring freight, is profit. Trees produce from 1,000 to 2,500 pounds per tree. I have never figured up the exact weight.

I think those six-year old trees of mine will pay me **\$20 per tree**. Figs commence to bear at the third year. One advantage is, that the tree is a fast grower, makes plenty of wood, bears freely, and is not affected by insects. My figs have never been attacked by insects; and if a tree is



MAJOR M. DENICKE'S SIX-YEAR OLD FIG ORCHARD

(Ten acres—69 trees to the acre)

affected, it should be cut back. Trees should be branched from $1\frac{1}{2}$ to $2\frac{1}{2}$ feet out of the ground. I planted mine about twenty-four feet apart. When they get too thick I take some out. Mine grow too fast on account of the moist ground, and this hurts the fruit. Better have the soil too dry than too wet.

[From the *Fresno Republican*.]

IRRIGATION IN FRESNO COUNTY

There are now sixteen irrigation companies, each having its own canals, taking water from the Kings River, San Joaquin and Fresno rivers. These sixteen companies have 750 miles of main canals or ditches, with about the same number of miles of distributories and laterals. These sixteen systems have cost in the neighborhood of \$1,000,000 to build, and they cover about 350,000 acres of land. Of this, about 300,000 acres are planted in cereals, and yield a profit of ten dollars per acre.* Not less than 30,000 acres are in fruits, and average to yield at least \$100 per acre. These fruits comprise oranges, peaches, pears, apples, nectarines, apricots, plums, cherries, pomegranates, figs, olives, mulberries, etc.

Thirty thousand acres are in grape vines, one half of which are in bearing, and yield \$100 per acre, while 20,000 acres are planted in alfalfa, yielding forty dollars per acre.

VIEW ON HOWARD & WILSON COLONY TRACT



THE LAND AND WATER—MEN IN THE DISTANCE PLANTING VINES

These lands are irrigated by canals dug in the ground, supplying one cubic foot per second to every 160 acres. All water is served by annual rental, the water rights being attached to the land and appurtenant thereto, and a perpetual supply being guaranteed by the company.

It is to this ability to control the water supply that Fresno county owes its present wealth. The magic wand of Moses which made the water flow from the rock was outdone by our pioneer irrigationists, who put water on the land where there was none, causing arid wastes to assume a beautiful and costly dress of verdure, and making of this region one of the most prosperous on this globe. Lands that not many years ago could almost be had for the asking are now worth from \$50 to \$125 an acre unimproved; and the progress in all other directions has kept pace with this.

It is hardly worth while to refute the statement made now and then that irrigation makes the locality in which it is practiced unhealthy; for the census of 1890 shows only 128 deaths in this county during the year, out of a population of 31,158, or about four deaths to every 1,000 of population, as against four or five times as many in the Atlantic states, where consumption and pneumonia, dysentery and cholera infantum reign supreme.

**I. e.*, unirrigated—for when water is brought to the land, it pays so much better to raise fruit that practically wheat is never irrigated in California.

[From the Fresno *Expositor*.]

FRESNO ORANGES

Fresno County has excelled rather in deciduous fruits and raisins; but citrus fruits do equally well in this soil and climate. The oranges raised here are mainly of the Florida seedling, which is regarded as the best orange in the world. The skin is clean and attractive, a rich yellow and a particularly pleasant flavor. The lemon does equally well; and this seems to be the natural home of the lime. The lemon raised here is large, thin-skinned and seedless, without pipsiness.

The best tests of citrus fruits have been made in the neighborhood of Centerville. One mile east of that point, Colonel Fulton G. Berry has a six-hundred acre tract known as Orangedale, on which he has seventeen trees that are from twelve to fifteen years old, and whose annual yield has been the surprise of everybody who has watched the experiment. The average yield is three thousand per tree. This year Colonel Berry sold the product of these trees to a local firm. It exceeded fifty thousand oranges and netted him \$750.

Two years ago Colonel Berry planted one thousand Florida seedlings; and by another year these will be in bearing. William Hazelton, whose place is about six miles northeast of Centerville, has a splendid orchard which pays him handsomely. Joe Burns, in the same neighborhood, also has a fine orchard of oranges, and has abundantly demonstrated the practicability of orange culture in this section. And there are other orchards; but raisins are so popular that little attention has been paid to oranges or lemons. In the future, however, more orange orchards will be planted, and citrus fruits will in a few years closely press the raisin product in value.

The successful raising of oranges in the foothills is now no longer in the region of the experimental; it is a demonstrated fact. In the Kings River basin, some three miles east of Sanger, the experiment of orange culture has been faithfully tried and proven to be entirely practicable. An orchard of two acres of five-year-old trees this year yielded its proprietor \$1,000 worth of fruit, an amount per acre equal to that produced by the very best raisin vines in the county, or by oranges in any other county. The fruit is large and firm, carries a high per cent of sugar, and is of a rich flavor. The satisfactory results of the experiments made in orange culture in the foothills has opened up a vast section of country to profitable settlement.

Oranges can be raised for family use on the Howard & Wilson Colony tracts without trouble, but are not considered as profitable for marketing as many other fruits.

TABLE GRAPES FOR THE EASTERN MARKET



CORNICHON GRAPES

While everybody else in Fresno county has been planting raisin grapes, one man has done well on late grapes for the East,—and others may well follow his example.

J. W. Reese has six acres of Emperor grapes, now seven years old, from which in 1890 four car loads of A 1 grapes were shipped East. Two cars were sold on the vines to Earl & Co. at \$60 per ton, or \$600 per acre. The other two sold in New York at auction at an average of eleven cents a pound, or \$220 a ton,—for Christmas,—making a liberal allowance for freight and expenses, this must have paid over \$1000 an acre!

We know the owners of the Howard and Wilson Colony Company, and believe that any contracts which they may enter into will be carefully and faithfully carried out.

W. W. MONTAGUE,
Pres. of W. W. Montague & Co.,
Dealers in Stoves and Metals,
309 to 317 Market Street,
San Francisco, Cal.

S. C. BIGELOW,
Pres. of the Savings and Loan Society,
101 Montgomery Street,
San Francisco, Cal.

SHAINWALD, BUCKBEE & CO.,
Real Estate Agents and Land Dealers,
407 Montgomery Street,
San Francisco, Cal.

EDWARD J. PRINGLE,
Attorney-at-Law,
522 Montgomery Street,
San Francisco, Cal.

We also refer to Bradstreet's or any other first-class Mercantile Agency. Farmers or others interested who cannot get reports direct from the Mercantile Agencies can usually get them by asking their local bank.

HOWARD & WILSON COLONY COMPANY.

I know the lands that the Howard & Wilson Colony Company are offering for sale, and they are of first-class quality and have a good water right.

W. W. MONTAGUE,

Prest. of W. W. Montague & Co.,

Dealers in Stoves and Metals,

309 to 317 Market Street,

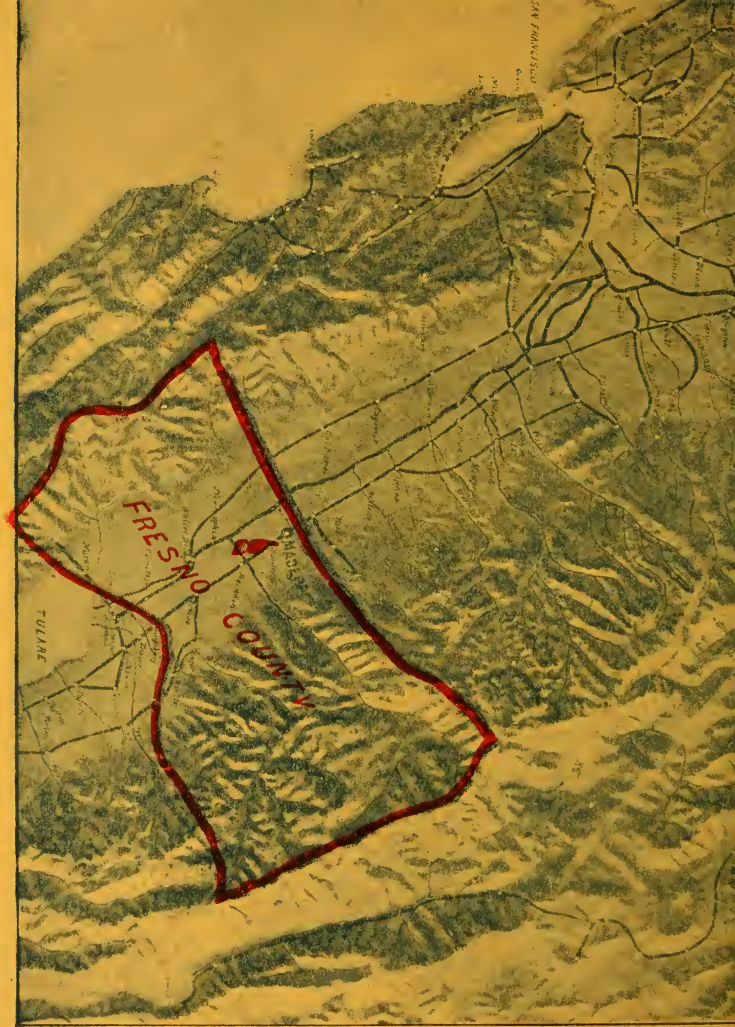
San Francisco, Cal.

I also certify to the same facts above stated.

G. HOWARD THOMPSON,

Land Agent Bank of California,

San Francisco, Cal.





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